

# Health Policy Leadership

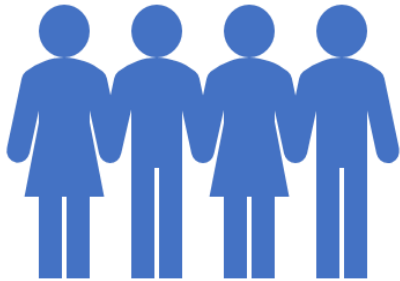
why it matters and  
how we can do more

June 11, 2019



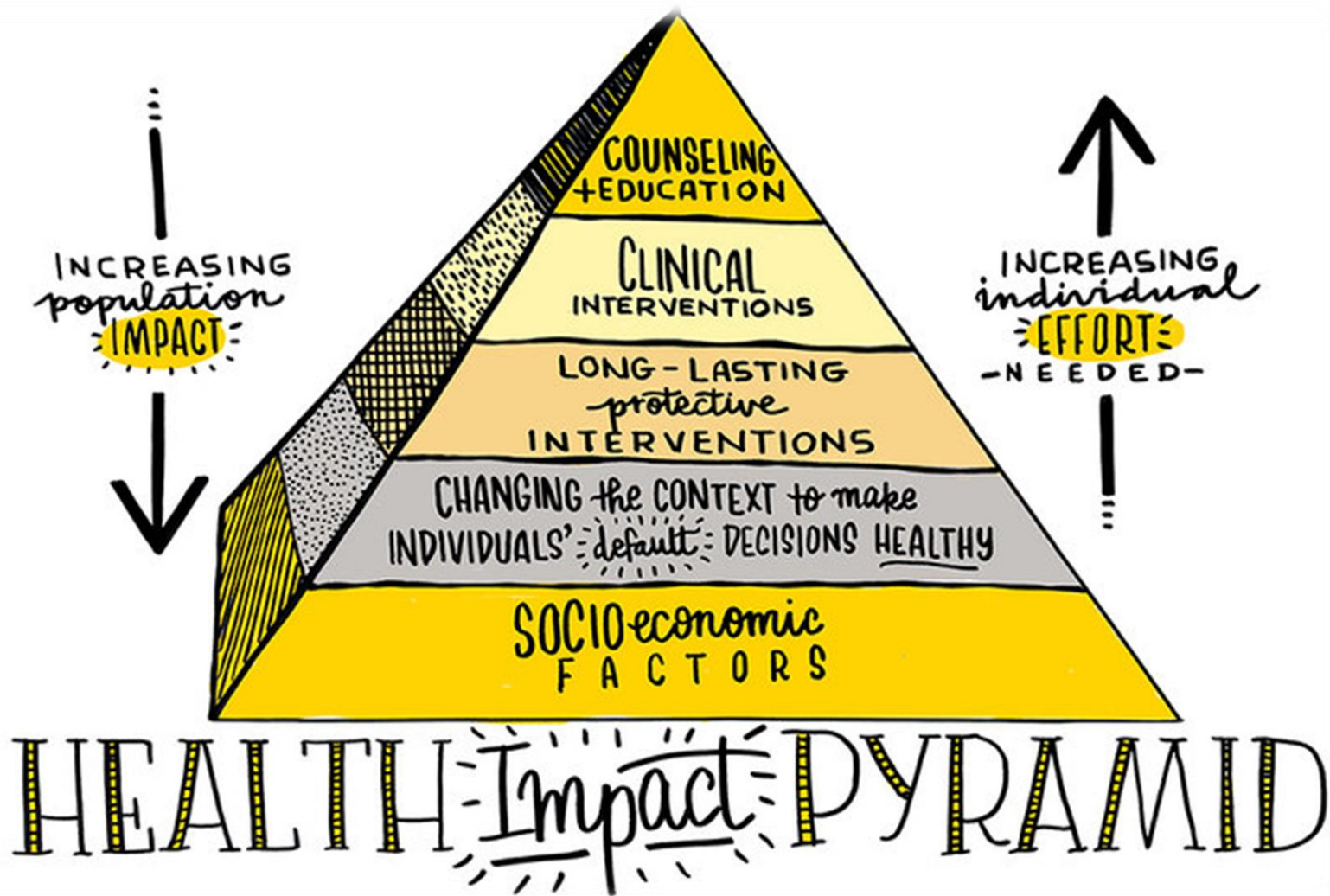
Whatcom County  
**HEALTH**  
Department





**Programmatic interventions help people beat the odds; systemic interventions change their odds.**

**– Karen Pittman**



Source: The Health Impact Pyramid by Thomas R. Frieden. Obtained from <https://report.digitaldivides.nz/a-pyramid-of-impact>

# Key definitions

Policy refers to **decisions, plans, and actions undertaken to achieve specific health goals within a society** (World Health Organization (WHO))

Health Policy: national, state, or local regulation or financial appropriation that creates a structure, environment, system, incentive, or penalty related to health. Typically, the **goal of health policy is to make healthy choices easier.**

## Health policy can:

- ☐ Define vision for future which
- ☐ Establishes targets and points of reference for short and midterm
- ☐ Outlines priorities and expected role of various groups
- ☐ Builds consensus and informs people

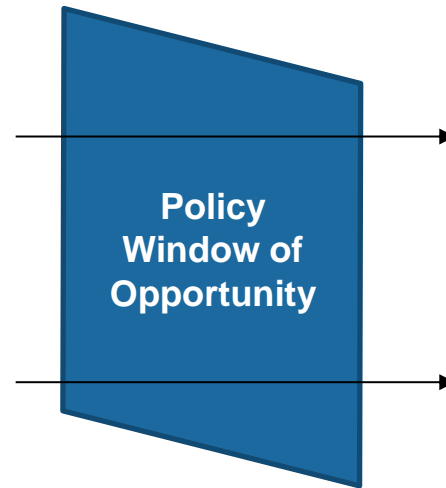
# Windows of Opportunity

“POLICY without POLITICS is like architecture without engineering”

## Public Policy Interventions

Regulate ● Incentivize  
Subsidize ●  
Contract out  
Tax & Spend ● Privatize  
Charge fees ● Educate  
Conduct Research

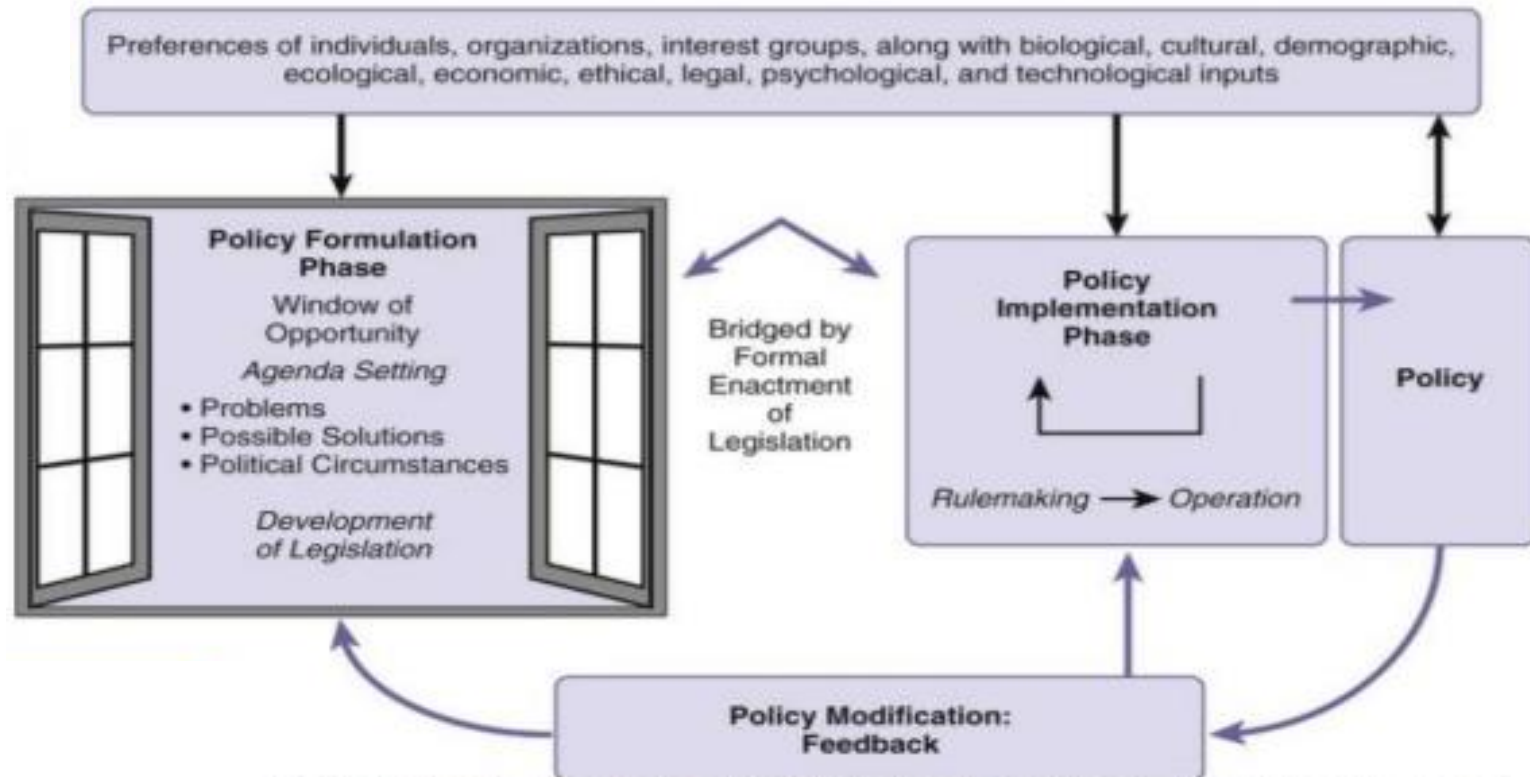
Problem  
+  
Possible Solutions  
+  
Political Will



Legislation

Source: Adapted from presentation by Dr. David M. Mirvis. Available at  
[http://www.urbanchildinstitute.org/sites/all/files/2006-09-Health\\_Policy\\_Forum-Mirvis.pdf](http://www.urbanchildinstitute.org/sites/all/files/2006-09-Health_Policy_Forum-Mirvis.pdf)

# Longest's Policy Cycle Framework



Source: Longest's Policy Framework Redrawn from Longest, B. [2010]. Health policymaking in the United States [5<sup>th</sup> ed.]. Chicago: Health Administration. Retrieved from presentation by Dr. Dipti Sorte. Available at <https://www.slideshare.net/diptisorte/policy-politics-and-nursing>

# Discussion

What are examples where we've made healthy choices easier as a county? (think broadly)

Locally, what kinds of public policy interventions are we open/closed to pursuing?

How can we improve the way we advance policy through formulation, implementation, and modification?

# Resources

**Centers for Disease Control & Prevention (CDC)  
Policy Process**

**Visit** <https://www.cdc.gov/policy/analysis/process/>

**Georgia Health Policy Center**

**Visit** <https://ghpc.gsu.edu/tools-frameworks/>